Delivering the plenary talk on Day 3 of the Conference, Mr Sinha captured the process of digital transformation in society and explored how libraries have reached users on their desks. He talked about empowering the power giving example of mobile phone’s usage and importance in day-to-day activities. He further talked about the digitization, disintermediation, mobilization, screenification, intelligization, automation, virtualization, anticipation, prediction, re-humanization, etc. He gave the idea of smart diamond to define smart cities and explained the smart governance, smart energy, smart buildings, smart healthcare, smart citizen, etc. He also expressed the idea of waste management system and emphasized on e-waste management. During his presentation, he showed various facts and figures about the digital literacy mission.

Klaus Tochtermann explained how research remains unnoticed due to charged domain and why we need increased open access (OA) for sharing research. He also explained the policy of OA in his institution. Suneet Tuli and Nidhi Srivastava spoke about the legal issues and licensing policy of OA while Prabir G Dastidar emphasized upon OA and research sharing for public funding bodies.

According to Digital Trends Report 2015 by Adobe, over 43% of companies consider digital marketing as an integral part of organizations’ marketing strategy. It is the increasingly digital nature of the world that is the catalyst for propelling marketing into a more elevated role within the organization. In the strategic digital marketing domain, marketing content preparation remains the core issue. Social and mobile content were most commonly used avenues in digital marketing. These supplemented by data analytics, have become a powerful tool for high value investments and to facilitate decision-making processes in marketing.
Mr Hadar Miller narrated an interesting journey from metadata to data search and discovery from print to digital for National Library of Israel from 2010 to 2016. Mr Tom Derrick spoke on unlocking India’s printing heritage through innovative digital research of 22 South Asian Languages and his experience of converting 4,000 manuscripts in British Library. Ms Heather Brown talked about integrated framework for disaster plan to safeguard library collections and argued that IFLA Disaster Preparedness Guidelines help to safeguard the heritage collections of Indian libraries. Prof. Gobinda Chowdhury presented an overview of Research Data Management. He explained about data repository and challenge to make this data available for future use. Mr Jean Marc defined open government, data strategy, and the situation of open data in Switzerland. Mr Paul Nieuwenhuysen discussed the concept of image search as well as image and text combination search. He tried to establish the hypothesis that a combination search increases the precision. Mr Ricardo da Silva Torres spoke on managing large multimedia data repositories and showed video of the project undertaken by Microsoft-FAPESP (Virtual Institute). He explained the E-phenology project, which deals with image processing. Mr John Akeroyd discussed application of semantic layer over database for discovery of bibliographic records as well as unstructured data. He elaborated on crowd-sourced vocabulary, Machine learning indexing, controlled vocabulary tools, and some European projects.
OPEN ARCHIVES INITIATIVES AND POST METADATA HARVESTING (OAI/PMH)-I

Chair: Dr Gyas Makdumi, Former University Librarian, Jamia Millia Islamia, New Delhi
Co-Chair: Ms Neeti Saxena, Manager, British Council, India
Speaker: Mr Erik-Jan Van Kleef, Vice-President of Sales & Channel Management, 1Science, Belgium

OPEN INNOVATION AND NEW COMMUNICATION MODEL

Chair: Ms Kala Dutta, Director Library, American Center Library
Co-Chair: Dr Siva Chidambaram, Chief Librarian, AIIMS
Speaker: Mr Klaus Tochtermann, Director of the ZBW-Leibniz Information Centre for Economics and Prof for Media Informatics at Kiel University, Germany

DL MULTI-LINGUALITY AND INTEROPERABILITY ISSUES

Chair: Prof. Sudeshna Sarkar, Professor and Head, CSE, IIT Kharagpur
Co-Chair: Dr Sanjeev Kumar, Director-Learning Resource Center, National Institute of Fashion Technology
Speakers: Dr Tengu Mohd T Sembok, Deputy Vice Chancellor, Faculty of Defence Science and Technology, National Defence University, Malaysia; Prof. Akira Maeda, Department of Media Technology, College of Information Science and Engineering, Ritsumeikan University, Japan

SOCIAL MEDIA AND UBQUITOUS COMPUTING

Chair: Dr Alejandro Bia, Associate Prof, Miguel Hernandez University, Spain
Speakers: Mr Adam Koszary, Project Officer, The Museum of English Rural Life & Communications and Social Media Officer, Bodleian Libraries, UK; Ms Meeta W Sengupta, Consultant, Social Media

T R EVOLVING AROUND WORLD OF OPEN ACCESS ISSUES, CHALLENGES, AND ITS STANDARDS, Mr Erik-Jan Van Kleef demonstrated how libraries can benefit from open access. Mr Klaus Tochtermann spoke about digitization of science and its impact on libraries. He also discussed the European open science cloud (EOSC) for collective information centres. Mr B Sutradar talked about the metadata and its kinds applied in NDL project for the Indian repositories.

Mr Tngu M T Sembok discussed big data, AI, robotics, visualization, search query formulation in web IR system and also emphasized on semantic and need to be promote better search system. Prof. Akira Maeda talked about the relationship between the digital humanities and digital libraries across language and record linkage.

Mr Adam Koszary presented the paper on strategy for the development of library collection and user development. He explained Bodleian Libraries four social media channels (Facebook, Instagram, Instant Messaging, and Twitter). Ms Meeta W Sengupta discussed educational professional policies and social networking tools which are useful for day to day life. She explained about business case of social media: impact, branding, etc.

Dr Zeenath Reza Khan talked about the scandal of academia and need for developing a factor model to understand the impact factors in higher education as students are likely to e-cheat. Dr Ramesh Gaur talked about the plagiarism in higher educational institutions and mentioned accidental plagiarism and willful plagiarism. Dr Sandeep Chatterjee discussed higher education in India and tendency of cheating among students in higher educational institutions.

Dr Savithri Singh spoke on creative common licenses to promote academic integrity, on issues while creating content, use of copyright, lack of awareness among academicians on copyright issues, components of common licensing, etc. Mr Neel Mason talked about intellectual property rights/copyright issues and mentioned that providing increased access to people. He also explained issues of ideas vs expression and availability vs permissions.

Adam Koszary: #ICDL8, Meetasengupta doing an amazing job of boiling down social media: quicker than email, egalitarian, connectivity and stories.

bibliotheek pittem: “Stories are data with a soul” - Brené Brown, quoted by Heather Deveraux on Smart ways to digital marketing at #ICDL

Irrana Shettar: “Understand your Readers that is your bible” - L. Subramaniam, CEO, Trivone & Former Editor, Data Quest. #ICDL

Anil Jha: institution need to nominate #openAccess expert #ICDL Klaus Tochtermann
Your thoughts on ICDL 2016.
This is my first visit to ICDL and India. I am overwhelmed by the conference and innovative ideas of themes and talks of speakers from academia and industry. I would like to attend the next ICDL.

How you visualize the future of DL?
The future of libraries is digital and it is apparent that digital libraries are flourishing while the print version is going down day by day. Those who do not go digital will disappear one day.

What is your message to the conference delegates and LIS professionals in India?
Continue working hard and put all your efforts in the digital movement. Come again in ICDL with new ideas!

PROF. PAUL NIEUWENHUYSEN
VRIJE UNIVERSITEIT BRUSSELS, BELGIUM

What are your thoughts on the ever-widening digital divide?
The gap amongst user friendly aspects, machinery, and computing infrastructure is widening. People do not understand what is going on inside their devices and are uncertain about sustainability.

Your thoughts on Open Access.
Open access (OA) is a good initiative but is a danger to the libraries. The significance of libraries will be diminished if OA will evolve completely, although 100% OA will never be a reality.

What do you see beyond current scenario?
We should move forward beyond the library boundaries and prepare the (library) professionals to provide updated corporate information services.